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Advertising Age

50 YEARS 1930-1980

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Pepsi captures 'spirit' in new theme

Bottler meet told $80 million set for brand ads

By NANCY GIGES

LAS VEGAS—Sensing that the Me decade of the '70s is taking a "you" turn in the '80s, Pepsi-Cola unveiled a new ad campaign here last week for its flagship brand to convey feelings of pride and optimism in America.

Theme changes and a 30% hike in ad spending—to $80,000,000—are part of Pepsi's arsenal to retain the momentum it has gained against archrival Coca-Cola. During a national convention here, bottlers were told of the importance of sophisticated marketing to combat growing competition.

The new Pepsi campaign invites Americans to "Catch that Pepsi spirit. Drink it in!" It replaces the three-year-old "Have a Pepsi day," but is a further extension of the brand's 18-year-old "Pepsi generation" concept.

New themes also were introduced for Mountain Dew and Pepsi Light, while Diet Pepsi retains its "You're drinking Diet Pepsi and it shows" with some improvement in execution.

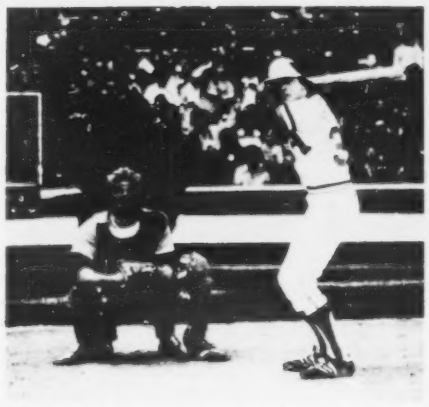
Some 3,000 bottlers crowded into two showings of a $2,000,000 extravaganza Pepsi put on at the MGM Grand Hotel. It was the first national Pepsi gathering since 1976 when the company introduced its "Have a Pepsi day" theme.

In other years, Pepsi introduced updated ad plans at regional meetings. But a new theme calls for all-out efforts for bottler support. Each franchisee decides what promotions are introduced in its markets, and how much co-op will be spent.

The commercials were greeted with long and sustained applause by the assembled bottlers. The show biz atmosphere was typified by the company president John Sculley's appearance in a white spangled tuxedo. He later switched to a green tuxedo to tout himself as president of "the Mountain Dew company." The point was that it is a mainstream brand and deserves a soft drink company of its own.

• The biggest portion of the 1980 ad budget, $50,000,000, goes to Pepsi, followed by $14,000,000 for

(Continued on Page 86)



The whole town turns out to welcome the local hero returning from his first successful season as a Major League Baseball player in this spot carrying the new Pepsi theme, "Catch that Pepsi spirit. Drink it in!" It's Pepsi's first theme change since 1976.

Filmland seeks clout, not creative

Big studios shifting shops

By JOHN REVETT and BOB MARICH

LOS ANGELES—An unprecedented shake-up of top movie marketing and ad execs over the past few months—and to an extent a push for fees instead of commissions—has started producing major account changes in the movie industry.

Doyle Dane Bernbach has followed ad head David Weitzner from 20th Century-Fox to Universal Pictures, and Fox' new ad chief has started a review which may include D'Arcy-MacManus & Masius, which loses Universal after 12 years. And if Wells, Rich, Greene/West fails to hold the Columbia Pictures account, no one is discounting the possibility of a WRG bid for Fox; the man who hired WRG at Columbia, Robert Cort, is now head of advertising at the studio.

Might D'Arcy also check Columbia to see if it's not too late to take part in that agency review? That's another possibility as the studio account wheel keeps turning.

In splitting with Fox after four years to take on Universal, Doyle Dane is expected to be adding $2,000,000 to $3,000,000 in billings. Universal is estimated to be spending at the $22,000,000 level, with Fox pegged at just below $20,000,000.

• As it did when working with Mr. Weitzner at Fox, DDB is expected to be handling some creative work at Universal, but the assignment is said to be primarily media handling on a commission basis.

At least part of the reason for DDB's split with Fox is understood to be a proposal on the part of Mr. Cort that the agency continue on the account under a fee arrangement that Doyle Dane found unacceptable.

A push for fees rather than commission payment is central in new Columbia ad head Fred Goldberg's review of agencies to handle that studio's $25,000,000-plus in spending, that has been handled by WRG. Columbia's total expenditures, including co-op, have been close to $40,000,000 over the past year. Mr. Goldberg made it clear that agency selection, expected within a month, would depend to a significant extent on who comes up with a budget-con-

(Continued on Page 85)

Signs of thanks to Canada for its part in aiding six Americans to escape from Iran popped up last week, including this page ad in the *New York Times* from Citicorp. The ad was prepared in-house.

S&S, C&W talks off; P&G may be reason

By BERNICE KANNER

NEW YORK—Merger talks between Cunningham & Walsh and London-based Saatchi & Saatchi Co. have been tabled indefinitely. But the apparent breakdown has not dampened either agency's interest in affiliation.

Reports have it that Procter & Gamble Co. squelched the deal. Both shops serve the giant Cincinnati-based marketer, Saatchi through the S&S Garland Compton subsidiary, which is 19% owned by Compton Advertising. C&W handles P&G's Folger's coffee.

But C&W also handles American Home Products Corp.'s Boyle-Midway division (Woolite products) and American Brands' Jergens lotion and soap products. Saatchi handles P&G's Fairy Snow and Fairy toilet and household soap, Ariel and Head & Shoulders shampoo. The leading British shop also handles Nivea cream and liquid, Atrixo hand cream and Nivea cosmetics.

C&W's Boyle-Midway and Jergens business has not been a problem since it is not a P&G agency in the soaps or toiletries areas, working only for P&G's foods division. But a linkup with S&S would have put the shop into those areas for P&G.

• C&W president Anthony Chevins dismissed such reports. "Procter & Gamble doesn't work that way," he said. "They don't interfere in the way we run our own business." But he conceded that potential conflicts do exist.

The C&W-S&S union is "not as dead as a doornail, but odds are slim that we'll get together," said Mr. Chevins. His $225,200,000 agency is privately held by some 90 shareholders. The merger question was laid aside without being brought to a vote.

Meanwhile, conversations continue with other domestic and international agencies, said Mr.

(Continued on Page 86)

last minute news

Korvettes chain goes in-house from Grey

NEW YORK—Korvettes has taken its account in-house following a mutal termination with Grey, where it billed an estimated $4,000,000-plus in 1979. A new campaign will move away from "The other Korvettes" theme, but retain the hanger symbol for fashion ads and value image. A new slogan, "Famous brands at Korvettes' famous low prices," will accompany hard goods ads. Media emphasis will shift from spot tv to circulars and suburban newspapers.

Goodyear sets launch of its Arriva radial

AKRON—Goodyear Tire & Rubber Co. breaks a campaign Feb. 12 for its new "bread and butter" steel-belted radial tire, the Arriva. Goodyear will spend more to introduce it than was spent to back the all-weather Tiempo, said vp-advertising John Kelley. Arriva will be billed as combining fuel efficiency, all-weather use, long mileage and traction. "Even its footprint tells you it's different" is the theme, via Campbell-Ewald, Detroit.

(Continued on Page 8)

NEWSPAPER

AA MAR80
DC20014CNGLIHGENH 94187 920011
P HAGERMAN SECY TO SR VP
CONGRESSIONAL INFO SERVICE
7101 WISCONSIN AVE
WASHINGTON DC 20014

RKO cable operations could face FCC review

By MAURINE CHRISTOPHER

NEW YORK—RKO General, one of the country's largest radio-tv station groups, and its parent General Tire & Rubber Co., will wait to get the formal order lifting its tv licenses in Boston, New York and Los Angeles before deciding how to fight this $600,000,000 battle.

Once that painstakingly crafted document is released, RKO may ask the Federal Communications Commission to reconsider, or go to court to try to prove itself a trustworthy licensee despite the misconduct charges leveled against it and its parent (AA, Jan. 28).

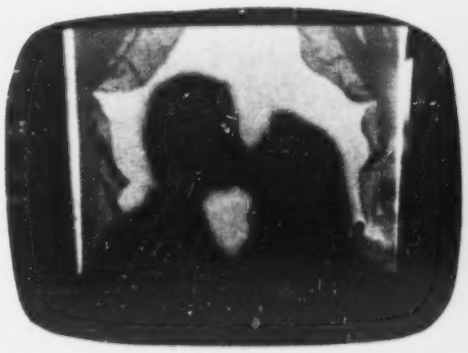
The $600,000,000 estimate made by one of the dissenting commissioners apparently covers only the market value of the 16 radio and tv stations and excludes the cable holdings of General Tire. Now that the commission has acted on a 11-year-old challenge against WNAC-TV, Boston, RKO can't sell any of its radio or tv stations until the legal hassle is resolved.

Further, the 40-plus catv systems owned by General Tire's cable subsidiary, Cablecom-General, could be subject to character scrutiny at the FCC every three years at license renewal time. This unit netted $4,970,000 last year on a gross of $37,400,000. Franchise applications are pending with cities in a few markets and are under consideration in 10 to 20 others to expand General Tire's holdings in cable.

The impression from an FCC source in Washington was that Cablecom's (cable auxiliary relay service) licenses might be in jeopardy too as a result of the commission's concern over consent decrees in which General Tire admitted to making payoffs to foreign officials and illegal domestic campaign contributions. Perhaps most importantly, General Tire also was charged with pressuring its suppliers, such as insurance companies, to buy time on RKO General stations. When announcing its decision, the commission noted that the chairman of General Tire was RKO's chairman as well.

A General Tire spokesman in Akron emphasized that the Justice Department and Securities & Exchange Commission consent de-

(Continued on Page 85)



Lovers of the dark

Young lovers and cat burglers are among those who love the dark, according to this new spot promoting the "deep dark chocolate" of Peter Paul Cadbury's Mounds candy bar (AA, Jan. 14). Agency is Dancer Fitzgerald Sample, New York. Production house: Petrucelli & Associates.

Crain sets Cleveland business paper debut

CLEVELAND—Crain Communications Inc., Chicago, will launch its second general business newspaper here this spring.

Crain's Cleveland Business will debut March 31 as an every-other-week tabloid and be modeled on *Crain's Chicago Business*, which was launched in that market as a weekly in June, 1978.

The paper will have a controlled circulation of about 25,000 initially, and will be distributed in a seven-county area, according to publisher Ernie Zielasko, who also is editor-publisher of Crain's *Rubber & Plastics News*, based in Akron.

Frederick Freeman, former business editor of the *Cleveland Plain Dealer*, has been named editor of the paper, which will begin with a four-member editorial staff in addition to correspondents in Columbus and Washington.

Lowell Chrisman has been named director of sales, a title he also holds with *Rubber & Plastics News*. Arnold Benjamin, formerly on the sales staff at the *Plain Dealer*, was named sales manager.

The new publication will be published by Crain Automotive Group, which also publishes *Automotive News* and *Rubber & Plas-*

(Continued on Page 88)

Seven-Up account switch rumors discounted

By CHRISTY MARSHALL and JOHN J. O'CONNOR

NEW YORK—A whopping 73.4% decline in Seven-Up Co.'s operating income last year, coupled with the hiring of a top creative exec with soft drink credentials by Backer & Spielvogel, has rekindled speculation about the $40,000,000-plus 7UP account at N W Ayer ABH.

While the latest events have served to heighten the convictions of some agency execs that Seven-Up's parent, Philip Morris Inc., eventually will move the account to Backer & Spielvogel, that feeling is not shared by 7UP bottlers and soft drink analysts in general. In addition, an informed source said that Backer & Spielvogel's hiring of David Lamb as vp-associate creative director (AA, Jan. 28) was not related to that agency's expectation of landing Seven-Up.

Carl Spielvogel, chairman of B&S, would only say that Mr. Lamb, formerly senior vp-executive creative director at Ogilvy & Mather, Chicago, where he worked on Royal Crown Cola, was one of a number of execs being added now that the agency has digested the $85,000,000 Miller Brewing account.

Mr. Spielvogel, whose shop now has a staff of 93, said that talks have begun with prospective new clients since a moratorium on new business was lifted Jan. 15.

■ "I'm not surprised at the [Seven-Up] results," one midwestern bottler said. "Besides spending heavily in media, Seven-Up has been spending heavily in staffing, in beefing-up salaries." PM last week announced that Seven-Up's operating income had decreased to $6,985,000 in 1979, 73.4% lower than $26,291,000 reported in 1978. The Seven-Up performance was the only negative note in PM's record-breaking year in sales and earnings. The parent company's results: Sales up 25.2% to $8.3 billion and earnings up 24.3% to $501,881,000.

Despite Seven-Up's '79 performance, one bottling exec observed, "I really don't think they [PM and Seven-Up] are that unhappy [with Ayer]. I look at Philip Morris as a company with very intelligent people who know it takes time to make things right and who don't expect results yesterday. With Ayer, everyone hoped they would hit a home run, but they didn't. However, I really think Ayer will get another chance."

Robert Emerson, an analyst at Salomon Brothers here, was not particularly bothered by the results posted by Seven-Up. Over the long term, he said, he expects Seven-Up to improve significantly, since he anticipates the company will test or introduce broadly a cola-type soft drink perhaps by the end of this year. As for near-term results, he suggested that new plans to be unveiled to bottlers March 17 could help matters.

Mr. Emerson also believes Seven-Up "will not necessarily market a conventional cola." In his mind, the company is likely to market a caffeine-free, as reported earlier (AA, Sept. 24), or combination grape or cherry-type cola drink. #

highlights

Monday, February 4, 1980

CBS takes the season rating lead but ABC makes the big moves. *See Page 4.*

Nabisco selects McCann-Erickson, New York, to handle its $7,000,000 ready-to-eat and cold cereal and Dromedary products account. *See Page 4.*

Ad industry groups said they'll go to the Supreme Court to seek permanent disqualification of FTC chairman Michael Pertschuk from children's tv rulemaking. *See Page 6.*

Fifth annual ADVERTISING AGE Week conference has been set for Aug. 17 to 22 in Chicago. *See Page 10.*

Nielsen rankings for syndicated television shows were encouraging to Group W and its magazine concept. *See Page 12.*

Murjani International is looking beyond its success with the Gloria Vanderbilt line, and expects to be a $1 billion company in 5 years. *See Page 14.*

Affiliated Publications has a cautious acquisition plan. *See Page 24.*

Fortune's fortunes look good in this, its 50th year. *See Page 32.*

Fragrance marketers had a good Christmas season, but they are concerned about the 1980 outlook. *See Page 38.*

Ogilvy & Mather/2 has set up a research unit to study abstractions. *See Page 47.*

Doremus has a plan to smooth out the ups and downs of financial advertising. *See Page 48.*

William R. Hesse, who has been exec vp in charge of Washington operations of the American Assn. of Advertising Agencies, reflects on the five years of turbulent change in the role of the Four A's in an interview with ADVERTISING AGE Stanley E. Cohen and Richard L. Gordon. *See Page 51.*

Walter P. Margulies examines the 1980s outlook for the packaging industry and finds it entangled in a web of regulations. *See Page 56.*

Cameron S. Foote finds that space limitations are putting a squeeze on point of purchase promotional material, forcing displays to be more communicative and less decorative. *See Page 58.*

Japan's No. 2 dentifrice producer will launch a salty tasting toothpaste, under the brand name Care, in the U.S. this spring. *See Page 60.*

Australia's government-sponsored boycott of the Summer Olympics in Moscow could mean a multi-million-dollar loss for sponsors of the national team. *See Page 65.*

Jerry Goodis, Canadian advertising's *enfant terrible*, is starting his career over again. *See Page 66.*

Jovan is continuing its hot new products pace. *See Page 70.*

Breck is trying a third time to change its image. *See Page 71.*

Print ad production costs were up about 9% last year, a survey reports. *See Page 73.*

New product failures aren't as high as usually reported, according to a Conference Board study. *See Page 74.*

Section 2

When a new product rolls out nationally, chances are it has gone through a test market. Section 2/Test Marketing focuses on the thinking that goes through marketers' minds during this step of the marketing process—beginning opposite Page 46.

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Vol. 51, No. 5—Advertising Age (ISSN-0001-8899) is published weekly except semiweekly the third week in March, the first week in September and the third week in December at 740 Rush St., Chicago, Il. 60611. Second class postage paid at Chicago and additional mailing offices.

Station says Ralphs tried ad pressure

LOS ANGELES—Charges that Young & Rubicam and Southern California's largest supermarket chain tried to pressure KABC-TV into softening its scanner-vs.-item pricing news coverage have been flying here for close to a week, but not just in media circles.

Instead of shrugging it off as in most advertiser pressure cases, KABC-TV has been putting the whole controversy on the air, night after night, on its continuing coverage of whether supermarkets should be required to mark the price of each item on its shelves. The supermarket chain, Ralphs, has been in the forefront of efforts to permit use of price scanning systems without item pricing, to save money.

The ABC o&o station began reporting on its local evening news last Monday that KABC-TV news director Dennis Swanson received a call from Y&R, agency for Ralphs, which Mr. Swanson called "an implied threat" of ad retaliation for the station's reporting of the anti-scanner side of the issue.

(Continued on Page 88)

Laboratory simulations

Marketers use 'other' ways to test

(Continued from Page S-1)

A less enthusiastic advocate of laboratory testing is Charles Hildreth, associate director of client services in the development department of General Foods, White Plains, N.Y.

"Their accuracy has been overclaimed," Mr. Hildreth says. "We would never go straight out (nationally) on their results."

In fact, Mr. Hildreth indicates that GF does not use simulated testing methods particularly often and has not used them at all in the past year or so.

He cites some dangers in relying on simulated programs. "We are concerned that on first blush (the product) may be good but that long term it drops." And he adds, "There is a tendency to want to believe in the results in terms of share performance, and this can be misleading."

GF would use simulated tests, Mr. Hildreth says, for diagnostic purposes. "These tests help you understand what you have done and how to improve, what's good about a product, what makes it work," he says.

Swift & Co., Chicago, according to Bruce Gooden, director of new products, sees clear advantages to simulated testing.

"If our ability to produce the product is very expensive, we make a small amount and test the water to decide, yes, we should spend $250,000 to put the machine in," he says. "We might also use it where the proposition has been very gray; the product is not a clear winner or loser, and you don't feel real good about taking a market loss because of the questionable success."

Another instance in which Mr. Gooden sees simulated tests as effective is when the product needs its total package—all consumer communications—in order to sell. "Merely telling someone about it isn't going to do the trick. There has to be something more personal about it," he says. "And the lab allows you to expose people to your package itself in a competitive framework."

Mr. Gooden also cites the advantages of confidentiality afforded by the simulated test, and considers it one of the few methods of test pricing. He says it provides a clearer

CHARLES HILDRETH

diagnosis of the situation than does test marketing in that you're able to separate which results come from coupons and which come from advertising.

Lastly, Mr. Gooden says, because of its expediency, a lab test is useful for a seasonal product. The ability to move quickly enables the manufacturer to get the product right out rather than wait around for another year.

▪ Mr. Gooden points out that Swift has never foregone a test market after a lab test. After all, he says, a lab test won't tell you what level of distribution to aim for, what shelf space you will get, whether you will be featured in trade ads, what your competition will do, what kind of repeat sales you will have and what true level of sales the product will reach.

Mr. Gooden, who has used Management Decision's ASSESSOR, says he applies the method only if the company is insecure about a product. The company, he says, has gone ahead with only one of four products it has screened in a lab situation.

▪ Perhaps the general feelings toward laboratory testing are best summed up by Joel Levine, corporate director of research for Pillsbury, which uses its own "Supertest" system. Mr. Levine says Pillsbury kills about one of three products after the Supertest and would never consider going national without a test market.

"There are too many risks," he says. "Even if you get a pretest volume that is great, how big is it really? We use the Supertest to get some feel, some perspective on how good the market is. The objective is to be more selective with what you take into test." #

How test marketing stacks up

The following tables, compiled by Market Facts, are based on questionnaires sent to the market research directors of the 132 largest consumer goods manufacturers in the U.S. A total of 84 were returned—a 64% response rate. The responses were obtained from March 30 through April 20 in 1979.

Use of Test Marketing Techniques

	Regular test markets with outside auditing	Controlled store testing	Test marketing laboratories	Test market purchase diaries	Test market telephone tracking studies
	%	%	%	%	%
Usually use it in conjunction with other research techniques	92%	86%	84%	95%	100%
Usually use it autonomously	8	14	16	5	—
Average number of times used in past year	3.6	3.2	3.4	3.3	3.7

Source: Market Facts

Importance of Test Marketing Techniques

	PERCENT OF RESPONDENTS WHO SAID: They spent most money on last year	Technique growing in use	Declining in use	Net difference
Company managed test markets, with outside contract auditing	12%	10%	12%	- 2%
Controlled store testing (i.e., Marketest, Market Audits, Nielsen Data Markets)	10	11	7	+ 4
Test market laboratories (i.e., Yankelovich, ASSESSOR, COMPAC)	8	16	4	+12
Test market purchase diaries	4	6	6	—
Test market telephone tracking studies	7	12	5	+ 7

Source: Market Facts

Test Marketing Usage

Used in last year:	Total sample	Product Line: Grocery & drug products	Product Line: Durable goods & services	Research Budget: Under $1,000,000	Research Budget: Over $1,000,000
Company managed test markets	38%	58%	20%	22%	70%
Controlled store testing	32	51	12	26	44
Test marketing laboratories	27	42	12	18	44
Test market purchase diaries	28	46	10	11	63
Test market telephone tracking studies	48	74	20	3	82

Source: Market Facts

Technique Receiving Most Spending

	1979 survey	1978 survey	Net change
Company managed test markets, with outside contract auditing	12%	15%	- 3%
Controlled store testing (i.e., Marketest, Market Audits, Nielsen Data Markets)	10	19	- 9
Test market laboratories (i.e., Yankelovich, ASSESSOR, COMPAC)	8	10	- 2
Test market purchase diaries	4	4	—
Test market telephone tracking studies	7	11	- 4

Source: Market Facts

SOUTH BEND Tribune SHEDS MORE LIGHT

DAILY DELIVERS

63.5%
of the 18-24 age group in the South Bend SMSA

69.3%
of the 25-34

72.4%
of the 35-44

76.5%
of the 45-54

81.7%
of the 55-64 age group in the South Bend SMSA

Source: Belden CMS, May-July 1979

No better "ratings" in all of Michiana!

South Bend Tribune

Albert E. Petersohn, General Advertising Manager
South Bend, IN 46626 · 219/233-6161
Represented by Story & Kelly-Smith, Inc.

FLASH REPORT: Newspaper advertising investment for November

Source: Media Records Inc.

NOVEMBER—1979 CATEGORIES	YEAR	IN MILLIONS (5 10 15 20 25 30 35 40 45 50 55)	DOLLARS 1979	DOLLARS 1978	CHANGE ACTUAL $ G OR L	CHANGE % G OR L
Amusements	1979		$ 14,147,641	$ 13,982,557	+ 165,084	+ 1.2
	1978					
Apparel & accessories	1979		12,912,509	12,031,434	+ 881,075	+ 7.3
	1978					
Auto supply, service shops	1979		5,053,802	4,637,142	+ 416,660	+ 9.0
	1978					
Building contractors	1979		940,534	815,109	+ 125,425	+ 15.4
	1978					
Building matls, hardware	1979		6,628,467	5,609,350	+ 1,019,117	+ 18.2
	1978					
Department stores	1979		57,820,607	55,610,638	+ 2,209,969	+ 4.0
	1978					
Drug stores	1979		4,819,664	4,450,444	+ 369,220	+ 8.3
	1978					
Eating & drinking places	1979		3,244,070	2,385,533	+ 858,537	+ 36.0
	1978					
Food stores	1979		15,821,535	14,374,934	+ 1,446,601	+ 10.1
	1978					
Furniture & furnishings	1979		29,804,699	26,273,341	+ 3,531,358	+ 13.4
	1978					
General mdse stores	1979		30,152,569	26,612,978	+ 3,539,591	+ 13.3
	1978					
Real estate	1979		6,405,545	5,546,491	+ 859,054	+ 15.5
	1978					
Shoe stores	1979		1,433,158	1,298,720	+ 144,438	+ 11.1
	1978					
Sptg & leisure time equipment	1979		7,058,302	4,906,582	+ 2,151,720	+ 43.9
	1978					
Public service utilities	1979		1,687,095	1,455,821	+ 231,274	+ 15.9
	1978					
Banks & trust companies	1979		3,058,897	3,626,655	− 567,758	− 15.7
	1978					

This Flash Report of newspaper advertiser investment, compiled for ADVERTISING AGE by Media Records, is derived from tabulations that cover 35 dailies and 25 Sunday editions in 15 cities—Atlanta, Baltimore, Boston, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, Miami, New York, Philadelphia, Pittsburgh, San Francisco and Washington. The report indicates marketplace strengths and weaknesses.

Ad spending in sports gear jumps 43.9%

NEW YORK—Sporting and leisure time equipment newspaper advertising showed a sporting 43.9% increase in dollar spending during November, 1979, compared with November, 1978, according to the November Flash Report prepared for ADVERTISING AGE by Media Records.

The runner-up for percentage gain was the eating and drinking places category, which registered an increase of 36% in the period.

▪ Of the 16 categories monitored for AD AGE by Media Records, only one—banks and trust companies—showed a decline in November ad volume in the 15 cities.

Department stores, newspapers' leading dollar category, gained 4%. It was followed in the top five for dollar spending by general merchandise stores, furniture and furnishings, food stores and amusements. #

WILL JORDAN
AS
GENERAL PATTON

"SIDESPLITTING"
"STANDING OVATION"
PANASONIC
Sales Meeting
New Jersey
For info Contact: Will Jordan
Suite 10F, 435 W. 57th St. N.Y., N.Y. 10019
(212) 265-1652

O&M/2 unit to study abstractions

NEW YORK—Ogilvy & Mather/2 has set up its own research department geared to the study of abstractions in marketing.

John Garver, who had been a research associate at parent Ogilvy & Mather, has been named director of research in the newly formed department.

The move follows the shifting of media buying, planning and creative services to the fledgling subsidiary in efforts to make the $35,000,000 shop more autonomous. O&M/2 previously shared research facilities with its parent. Now the two-year-old shop utilizes the "reasonably mechanical services," such as accounting, of O&M.

▪ The new research department will be geared to implementing the unusual O&M/2 philosophy, Mr. Garver said. Simply stated, the agency assumes that the economy is less product-based than it once was, that it is increasingly service-oriented, and that the emphasis is shifting from the marketing of "concretes," which are cost-based and reproducible, to the marketing of "abstractions." These abstracts are value-based and they rely on the inexact science of psychographics. #

Paper linage service buys tv operation

NEW YORK—Media Records Corp., the newspaper linage measuring service, has acquired Comtrac Inc., a Santa Clara, Cal.-based broadcast measuring service.

Comtrac tapes commercials on 150 tv stations in 34 major markets. Media Records expects to expand Comtrac's broadcast measuring operations so that it will be comparable with those of the newspaper service.

▪ Glen DeKraker, founder and head of Comtrac, will continue as president.

Media Records measures ad linage in 240 daily and Sunday papers in more than 80 major markets, including Canada. #

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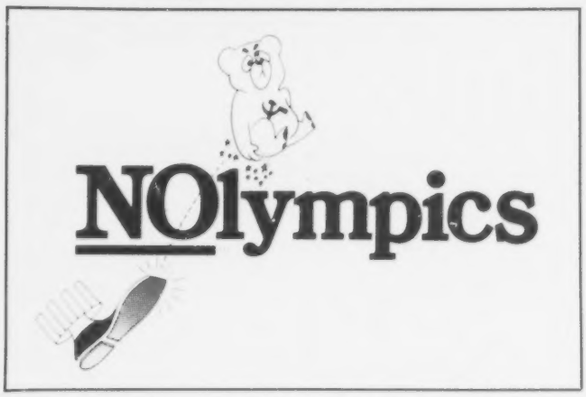
Summer games cold



Symbolic of growing world resistance to participation in the Summer Olympics in Moscow is this design for t-shirts and bumper stickers from Morton H. Kaplan Associates, a Chicago pr company.

Winter games hot

Mobil
1
LAKE PLACID
1980
When it comes to beating the cold at the 1980 Winter Olympics, the U.S. has a winner.
THE WORLD COMES TO AMERICA FOR THE 1980 WINTER OLYMPICS!
AND AMERICA WILL WATCH IT ON ABC!
ABC SPORTS

Tune-in ad from ABC hails its coverage beginning Tuesday of the Winter Olympics at Lake Placid, N.Y., which will include tie-ins by Mobil and a host of other marketers.

Marketers worldwide eye alternate to Moscow tie-ins

An Advertising Age roundup

As other nations join with the U.S. in threatening to boycott the Summer Olympics in Moscow, marketers worldwide are reevaluating their plans to tie in with the event.

With no hint yet that the U.S.S.R. is considering an Afghanistan troop withdrawal by Feb. 20—President Carter's deadline before he seeks a U.S. boycott of the games—the hopes grow dimmer for sponsorships, tie-in promotions, tv coverage and product endorsement opportunities for promising summer medalists.

In the U.S., major sponsors such as Coca-Cola and Levi Strauss are preparing alternative plans. Levi Strauss said it is ready to adjust its marketing tie-ins for Olympic sports clothing *(See story on Page 3).*

In Britain, some big names involved in Olympic promotion include Watney Mann, Revlon, George Wimpey, Smiths and Associated Biscuits. Between them they were due to contribute substantially to the British Olympic Assn.'s $2,200,000 appeal. The association so far has $1,320,000 but admits the rate of contributions has markedly slowed. The money is to cover excursions both to Lake Placid and Moscow.

Pye, the tv manufacturer, is likely to scrap its Great Golden Olympic Offer, which would have offered cash prizes to those who bought or rented Pye tvs in the run-up to Moscow.

Arena Swimsuits, part of Adidas, already has sold more than 200,000 Olympic swimsuits, but is worried about a boycott.

Wimpey, the building contractor, has committed virtually all its advertising budget to the games. "We have put $550,000 into boxing, swimming and three-day events," said marketing manager Michael Hicks. "The Olympics was the spearhead of the effort."

(Continued on Page 87)

Full house at Lake Placid

LAKE PLACID, N.Y.—Untroubled by the Soviet Olympic situation, the Winter Olympics opens here Wednesday with more than $35,000,000 in the till from various marketers and from ABC-TV, which will provide extensive coverage of the events.

ABC paid $15,500,000 in tv rights plus $30,000,000 in production costs and said it will make a profit from the time sold to more than 40 sponsors within 49½ hours of actual games coverage, starting Feb. 13. The bulk of it is in prime time.

The Lake Placid Olympic Organizing Committee and licensor Capital Sports, meanwhile, have signed at least 110 companies for tie-in products and 100 companies as "official" suppliers. Those rights came to $20,000,000-plus.

Coca-Cola, General Foods and Boeing are among those breaking new tv commercials within the ABC coverage.

Coca-Cola has created new spots for Coke and Tab; GF has new ads for Maxwell House coffee, and Boeing Commercial Airplane Co. will salute all athletes from young beginners to gold medal hopefuls in a Cole & Weber-created spot scheduled to run 10 times during the 12-day event.

Another major sponsor, Bristol-Myers, already has begun airing a Kenyon & Eckhardt-created spot for Excedrin filmed at Lake Placid that shows the headache that organizing the Olympics can cause.

Other major sponsors of the games, including Block Drug and Campbell Soup, intend to run commercials from their current campaigns.

Coca-Cola will air two new commercials. One shows an Olympics participant bidding farewell to his family and girlfriend at a railroad station. They share a Coke before he boards the train. Another spot, narrated by country singer Kenny Rogers, features the sights and sounds of the Special Olympics, games held for handicapped individuals. Both appear under the "Have a Coke and a smile" umbrella, created by McCann-Erickson.

- For Tab sugar-free cola, a new spot shows a couple practicing their figure skating before appearing at the games. The commercial carries the current "Tab for beautiful people" theme, also by McCann.

New commercials for Maxwell House coffee include vignettes with an international flavor. Continuing to show people enjoying Maxwell House coffee all day long, one spot features two athletes from different countries who are drinking Maxwell House at a coffee shop and talking about down-

(Continued on Page 87)

United move signals airline marketing shifts

By JOSH LEVINE

NEW YORK—United Airlines encountered immediate resistance from travel agents last week on planting its flag in the newly opened territory of deregulated agent compensation, an area where increasing marketing competition between airlines will be staged in coming years.

Anticipating an order by the Civil Aeronautics Board last Tuesday that breaks up the standard commission paid to travel agents, United a day earlier announced a plan to pay agents a flat fee of $8.50 for each ticket coupon they sell. While not abolishing commissions, the CAB ruling opens up various schemes of agent compensation, including co-op advertising allowances that were proscribed previously.

Agents were paid a standard commission of 7% on most ticket sales, a rate set by the Air Traffic Conference of the Air Transport Association, under the fixed commission system. "Open commission" would take effect 60 days after a final order is handed down, a move expected this week. United's fee plan is scheduled for April.

- The "open commissions" order points the direction the board may follow in considering whether several grandiose projects to distribute airline tickets automatically eventually get off the ground.

An ATC exclusivity rule currently limits ticket selling to the airlines themselves and accredited travel agents. But, although the CAB refused requests to rule on exclusivity along with fixed commissions, an ATC spokesman expects that restriction "to fade away within about a year."

Airline Tickets by Banks is ready to move when that happens. The Colorado Springs company would install automatic ticket dispensers in banks, enabling airlines to key their reservations into any bank outlet. The ATBB machines would deliver an authorized ticket

(Continued on Page 86)

Coors deals for Belgium import brew

By CHRISTY MARSHALL

CHICAGO—Adolph Coors Co. has secured the U.S. marketing rights to Stella Artois, Belgium's No. 1 brew.

Coors, whose execs reportedly had been traveling to Europe in search of an import (AA, June 11), apparently has worked out an arrangement whereby it will work up a marketing plan for Stella Artois—over an undetermined pe-

(Continued on Page 86)

last minute news

Jack in the Box decision due; Fortis' on project

SAN DIEGO—Ralston Purina's Foodmaker unit heard presentations Friday from Wells, Rich, Greene/West in its effort to save the $12,000,000 Jack in the Box account, and a decision is expected this week. In a move that may or may not be related to a possible review (if WRG is terminated), the fast-food chain has Fortis Fortis Westerfield, which opened in Chicago Feb. 1 (AA, Jan. 14), working on a creative project for Jack in the Box. Exact nature of the assignment is not known, but sources say ad production has begun on the FFW project.

Carnation rolling out new Fish Ahoy

LOS ANGELES—Carnation is rolling national with its third cat food line, Fish Ahoy, a dry multimix blend, and will start an estimated $6,000,000-plus network and spot tv and newspaper supplement campaign in about four weeks, via SSC&B. The debut follows Purina's introduction of Ocean Blend by several months.

(Continued on Page 8)

NEWSPAPER
new

ABC first? Nets ready rollout of fall lineup

By COLBY COATES

NEW YORK—While NBC is on the verge of announcing prime time schedule revisions to take effect in a few weeks, a preliminary timetable on the rollout of the three networks fall schedules has emerged.

Some educated guesswork by agecny observers reckon that ABC will be first out of the starting gate, probably announcing its new fall lineup in late April. CBS will follow, with one buyer pointing to May 1 as a best bet. NBC, it's said, would wrap up the first round of counterprograming a week to 10 days later.

Of more immediate importance to NBC, however, is the new tactics it will employ once the February sweeps and Winter Olympics have had their run. Speculation about the programs that could end up with new slots include "Big Show," "United States" and "Sanford" from NBC's second season roster and "Hello Larry" and "Prime Time Saturday" from the fall. In addition, entries such as "Boomer," "Pink Lady" and "Maxx and Me," which have yet to find a spot in the schedule, could, as a result of the shifts, find a place on the prime time roster.

Some sources see "Big Show" and "United States" moving to the 9 p.m. to 11 p.m. block on Wednesday, playing off the steadily building drawing power of "Real People," which just notched its best numbers ever, a 27.9 rating and 40 share.

NBC's Perry Lafferty talks about next fall-Page 88

"Sanford," which marks the return of Redd Foxx to NBC, tentatively has been scheduled to play Friday, 8 p.m. (EST), but there's now talk it might displace "Hello Larry" as the half-hour follow to "Diffrent Strokes." That duo could wind up on Tuesday with a "Sheriff Lobo" lead in. The key then would be to fill the last hour, now stop-gapped with the "Best of Saturday Night Live."

Besides shuffling the Tuesday and Wednesday schedules, it's anticipated that NBC will take another look at Friday, which currently shows "Sanford" and Facts of Life" in the first hour and a movie to fill the other two. Whatever the scope of NBC's moves, they will be centered on the 9 p.m. to 10 p.m. and 10 p.m. to 11 p.m. blocks as NBC has established some solid foundations in the 8 p.m. to 9 p.m. hour, sources said.

As for the release of next fall's schedules, agency executives say the timing will have less of an impact on the upfront market than in recent years.

As the clear-cut No. 1—and usu-

(Continued on Page 85)

B&S lands Seven-Up's new brands —not 7UP

NEW YORK—Backer & Spielvogel made two presentations to Seven-Up Co. chieftains before they landed the company's new product account last week—a piece of business formerly handled by Leo Burnett Co., Chicago.

The appointment confirmed the earlier reports that B&S would be getting some Seven-Up business (AA, Feb. 4), but the rumored assignment was the St. Louis company's main brands, 7UP and Diet 7UP. They, however, stay with current agency N W Ayer ABH.

Backer & Spielvogel has been beefing up its staff for the appointment. Apart from the addition of former Ogilvy & Mather exec David Lamb, the agency has added Theodore A. Lamontagne as vp-account director. Mr. Lamontagne comes with expertise from PepsiCo, but most recently was with Grey Advertising, where he worked on Canada Dry's low-caffeine cola, Spur.

This gives strength to the oft-mentioned possibility that Seven-Up is getting ready to introduce a

(Continued on Page 86)

RC salutes fun and competition in this commercial, one of its new "Here's to fun" campaign from Ogilvy & Mather. A montage of sand racers, pole climbers, kids on Big Wheels, the Eureka, Cal., annual Kinetic race and a champion barrel racer (shown) star in this 30-second spot. Stressing that competing is fun, the song goes: "Here's to you/You're the fun/You know how good life can be/And you've tasted it in a cold RC . . ."

New RC drive teams 'you' and fun

By CHRISTY MARSHALL

CHICAGO—Just a week after Pepsi-Cola Co. announced its new ad campaign was based on the feeling that '80s will be the "you" decade, Royal Crown Cola's new drive comes right out and declares it so.

▪ RC's traditional theme line, "Me and my RC," has been expanded into "You and me and my RC" in a campaign breaking nationally on Feb. 25. With the third party added, the gist of the RC effort is fun—as in the new tag line, "Here's to fun."

"We are looking at ways of showing how RC Cola is smack dab in the middle of fun," said Larry Atseff, vp-marketing. "Here's to fun is our way of tying the way people enjoy the product with the product itself."

▪ The campaign is targeted at a younger audience—"younger people and younger thinking people," Mr. Atseff said. "We are after the heavy cola drinkers who, face it, are usually younger."

Aside from the similarities in the Pepsi and RC campaigns ("you" and youth), some of the scenarios are the same—both Pepsi and RC use a rodeo for settings.

"I can't deny we have scenes that look like other soft drink commercials," Mr. Atseff told ADVERTISING AGE, "but soft drinks are consumed in fun activities. We hope to tie in fun with RC. We want to get the concept of fun in the product as well as the experience."

"Here's to fun" is the second RC campaign from Ogilvy & Mather since it picked up the account in September, 1978. The first effort, which began airing last June, was the ill-fated "Who's the me in me and my RC?" in an effort that received a thumbs down reaction from many bottlers.

"The bottlers had some problems with it," Mr. Atseff said. "But we got some good playback from consumers. We received a lot of positive response on the beach spot, with the dog [retrieving everybody's RC]. As we looked at it [the campaign] we thought: Is there another way to present RC more positively?"

▪ The top creative exec on that earlier campaign, David Lamb, recently left Ogilvy for Backer & Spielvogel, which gave rise to the

(Continued on Page 86)

World Air flies again, chops fares

OAKLAND, CAL.—World Airways, shut down for six months by the grounding of DC-10s and then a strike, will resume coast-to-coast flights Feb. 27, adding new service to Hawaii and chopping fares 35% to 40% under regular coach fares, and will ,give the program a $700,000 send-off via a new ad agency.

Under the headline, "Watch out, Goliath. David is back," ads done in news style open up: "World Airways is declaring war on the high cost of air travel. The establishment airlines charge too much to begin with, then add insult to injury with confusing restrictions." The opening statement carries the signature of Edward J. Daly, president and chairman of the airline.

In a swipe at other carriers, World says it pioneered popular low-cost transcontinental air service in April, 1979, and that "sent the Goliaths like United, TWA and American into a frenzy."

▪ World Airways, recognized in the industry as the largest charter airline in the world, will operate daily nonstop between Newark and Los Angeles for a fare of $180, including tax, and nonstop between Newark and Oakland for $194. It also will fly daily nonstop between Washington/Baltimore and Los Angeles, and also serving Oakland via Los Angeles.

The line will open its first service

(Continued on Page 86)

highlights

Monday, February 11, 1980

"TV Guide" has spun out its first cable/pay tv edition in New Mexico. *See Page 4.*

Germany's Tengelmann Group is using the American A&P's brand and logo as a private label. *See Page 10.*

McCann-Erickson comes home from China with two new assignments. *See Page 12.*

Two top muffler makers are launching campaigns to boost sales of their product. *See Page 28.*

Business Week, seeking to assure dramatic revenue growth, has organized an international division, added two overseas editions and done away with its "full run" buy. *See Page 41.*

Premium incentive industry is looking forward to more growth in 1980. *See Page 41.*

McDonald's works with Warner Bros. on another movie tie-in, this time the sequel to "Oh, God." *See Page 44.*

Ford Motor Co. ads rely on music with a variation of the "That's incredible" theme. *See Page 44.*

Barcardi Imports is looking to lessen its dependence on a rum that is now the country's most popular liquor brand. *See Page 48.*

CBS News president Bill Leonard compares his news team to the Pittsburgh Steelers. *See Page 50.*

William D. Tyler enters the debate over what is more important in a campaign, the strategy or the execution, before exploring 10 ads for February. *See Page 53.*

Bill Davidson reflects on Chrysler's latest advertising promotions and comes up with some interesting observations about the car maker. *See Page 53.*

Gene Gramm offers some more product concepts from readers, including a teddy bear that tells bedtime stories. *See Page 56.*

Louis J. Haugh looks into the pros and cons of telephone marketing and the controversy surrounding this marketing tool. *See Page 60.*

India's top major political parties employed spirited ad tactics in the weeks before the populace of the world's biggest democracy voted Indira Gandhi back into office. *See Page 62.*

Italy has a law prohibiting cigaret advertising in any medium, yet Benson & Hedges has been placing ads in major Italian business magazines. Is B&H breaking the law? *See Page 68.*

Leading women's magazines say that pressure by tobacco companies hasn't made them ignore articles on the health dangers of cigaret smoking. *See Page 71.*

Avon Products launches three new items to counteract the consumer spending slowdown. *See Page 76.*

Savings Bank Life Insurance is cultivating dual policy sales to sidestep a limit on the value of its policies. *See Page 82.*

NBC plans to slant its tv movies toward target demographics and develop fewer "traditional" series pilots. *See Page 88.*

Section 2

Take a look through France—its trade, business and some of the people involved in them. Section 2 France explores such areas as the expansion of French supermarkets, the country's pitch for U.S. tv exposure and some political effects on its economy, beginning opposite Page 48.

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Muffler makers making ad noise

By JACQUES NEHER

CHICAGO—The top two suppliers of mufflers to the automotive aftermarket will launch campaigns this year that seek to bolster their sales through service stations and to siphon off the jobs performed by muffler specialty shops and mass-merchandisers.

Walker Mfg. Co., the largest muffler maker, will hike ad spending at least 20% this year to make more consumers familiar with the brand and encourage more service stations to carry and install Walker systems.

No. 2 muffler maker, Maremont Corp., has signed actor Jack Klugman as ad spokesman for its Turbo-Flow muffler in its first consumer campaign in several years. The muffler will carry a lifetime warranty—the first such warranty offered through service stations.

Walker, a division of Tenneco Automotive, Racine, Wis., will spend "in excess of $2,400,000" in a brand awareness campaign using network tv and magazines, according to ad director Mike Sucharda. Walker spent about $2,000,000 last year in its first consumer effort.

■ "Last year we kept 8 million people quiet," is the overbearing message in print ads scheduled to run in *Sport* and *Sports Illustrated*. A tv commercial, stressing that Walker mufflers are available from more than 15,000 dealers, is planned to run in various sports programs throughout the year, including the Winter and Summer Olympics.

Olympic track star Marty Liquori has been signed as spokesman for the company, although he will appear at trade shows and in trade advertising, not consumer advertising.

"We're keeping our fingers crossed and hoping for the best," said Mr. Sucharda, regarding the possibility the U.S. will pull out of the Moscow summer games. Nevertheless, he said, the company is working on contingency plans that might include increasing the print schedule significantly.

Service stations—the prime outlet for Walker—perform about 14% of the muffler replacements nationally, a figure that has dropped drastically over the years as mass-merchandisers and specialty shops like Midas International began to grab huge chunks of the market.

Walker plans a trade campaign designed to convince "blue chip" service stations in major metropolitan markets, as well as the smaller market stations, to establish "muffler bays" in their stations. The company then will equip dealers with tools, exhaust supplies and offer promotional materials and a 50-50 co-op ad program. Walker hopes to equip 800 stations and repair garages with muffler bays in 1980, and as many as 5,000 within the decade. Hoffman York, Milwaukee, handles Walker.

■ Meanwhile, Maremont will take a slightly different approach in its tv and print campaign, scheduled to break in March.

A brand awareness campaign will claim Maremont's Turbo-Flow muffler increases horsepower and fuel economy by reducing "back pressure," according to Norm Dobrowski, director of market planning.

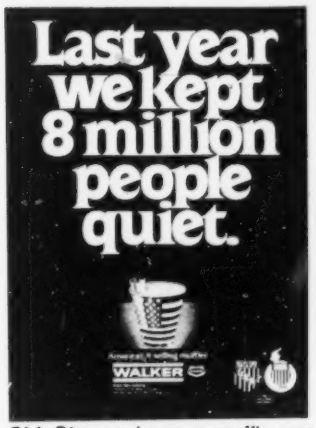
The lifetime warranty touted in the $2,000,000-plus campaign "will allow service stations to compete with the mass-merchandisers and Midases who have been offering lifetime warranties for years," Mr. Dobrowski said.

A trade campaign also is planned Barkley & Evergreen here is handling.

In the meantime, Midas has no intention of letting up on its competition—the mass-merchandisers and service stations. The company now has about 1,000 stores domestically. Midas plans a network tv local radio campaign estimated around $21,000,000—up about 15% over 1979.

Midas' campaign theme, "It pays to Midasize," will be continued as the company pursues a price-value strategy. Wells, Rich, Greene, New York, handles.

The aftermarket for mufflers is expected to grow 10% in 1980, to about $1.65 billion at retail. Specialized muffler shops account for about 27% of the market, including a 13% share belonging to Midas alone. Parts shops or "jobbers" account for 24% of the aftermarket, and mass-merchandisers—notably Sears Roebuck & Co., Montgomery Ward and J.C. Penney—hold about 18%. After the 14% belonging to service stations, the remaining aftermarket is divided among repair shops, new car dealers and tire stores. #



Old Glory adorns a muffler as Walker Manufacturing Co. is keying its 1980 ad campaign to the Olympics.

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Ad expenditures:	Ad pages:
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Nov. '78—$262,087,169	Nov. '78—12,544.26
Increase: +16%	Increase: +3%

Top Ten Advertisers	1979	1978	% Change
R. J. Reynolds Industries	$12,723,552	$ 5,614,134	+127%
General Motors Corp.	8,360,664	7,623,735	+ 10
Seagram Co. Ltd.	7,798,017	6,568,039	+ 19
Philip Morris Inc.	6,165,364	5,267,556	+ 17
Ford Motor Co.	5,771,041	3,859,519	+ 50
General Foods Corp.	4,932,855	4,365,004	+ 13
B.A.T. Industries Ltd.	4,146,795	1,472,746	+182
Loews Corp.	3,745,911	3,127,515	+ 20
Procter & Gamble	3,593,137	4,148,087	− 13
General Mills Inc.	3,440,373	3,478,541	− 1

Top Ten Product Categories	1979	1978	% change
Cigarets & tobacco	$28,771,471	$18,065,645	+ 59%
Automotive	28,353,680	25,194,879	+ 13
Beer, wine & liquor	27,641,470	22,837,533	+ 21
Food & food products	26,888,609	22,952,727	+ 17
Toiletries & cosmetics	17,677,169	17,105,253	+ 3
Business & consumer services	16,402,048	14,361,264	+ 14
Retail &/or direct-by-mail	13,783,270	13,351,906	+ 3
Publishing & media	13,026,954	12,437,383	+ 5
Jewelry & cameras	12,859,329	10,202,854	+ 26
Home entertainment equipment	10,466,726	9,651,971	+ 8

SOURCE: PIB/LNA Magazine Analysis Service covers 102 consumer magazines constituting about 90% of consumer magazine ad dollars. It is compiled and published for Publishers Information Bureau by Leading National Advertisers Inc.

Reynolds keeps lead

NEW YORK—R. J. Reynolds Industries again was the biggest magazine advertiser in November, a month when ad expenditures grew 16% and ad pages, 3%.

Reynolds held the lead for nine out of 11 months last year.

The tobacco, food, shipping and oil conglomerate hiked its magazine budget 127% to $12,723,552 in November. General Motors, which continued to hold second place, upped its magazine expenditures 10%.

Seagram Co. Ltd. remained in the No. 3 slot and boosted its magazine spending 19% while Philip Morris, which kept fourth place, increased its magazine expenditures 17%. Ford Motor Co. held on to fifth place with a 50% increase in its magazine budget.

General Foods Corp. advanced from eighth to sixth with a 13% hike, displacing Loews Corp.

Data in the accompanying chart was compiled by the Leading National Advertisers for the Publishers Information Bureau and ADVERTISING AGE. #

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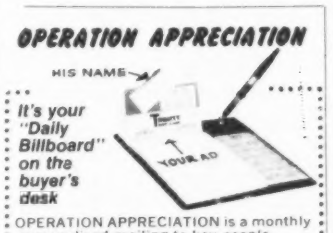

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